R A D I O S T A T I O N W · N · B · H

588 Pleasant Street
New Bedford, Mass.

December 1, 1945

TO IBS REPRESENTATIVES:

This letter is a "chaser" to my part in last week's meeting. First, may I express my appreciation for the way you supported our constitutional proposals -- and my satisfaction in your wholehearted endorsement of their principles.

Secondly, I want to suggest that there are two ways in which you can get behind IBSR in its critical period under a new manager. (1) Get all affadavits in the mail the same day you receive them. In other words, put first things first. (2) Deluge IBSR with evidence of vigorous audience promotion which will arm it with facts about how you handle the accounts it secures for you -- facts which will hold our present sponsors and win new ones.

Next, I recall that most of you insisted that you be kept informed on what goes on in IBS and IBSR -- at the same time protesting the volume of letters and releases you already receive. Here at WNBH we receive an average of six or eight messages daily from the American Broadcasting Company by wire, teletype, and letter. We consider our relationship with ABC important enough to pay close attention to all of them. So I suggest that you read every IBS release carefully and make a note of what you consider unnecessary. Then you can bring the matter up, if you desire, at the December meeting.

Here are two points which I suggest be included in the agenda for December: (1) adoption of new provisions to finance IBS; (2) adoption of a by-law that the Executive Committee meet at least twice monthly and keep minutes. Actually, as you must realize, the Executive Committee should meet twice a week.

I think you will agree that we are now under way in our effort to get IBS in gear. It is now up to each of you individually to make it click. That means actively talking IBS up rather than lingering on past mistakes. Remember that much of the trouble in the past has resulted from our own negligence and lack of close interest in happenings at our New York office.

We must be prepared to do more than accept IBS on a silver platter in return for so much money. We aren't merely affiliated with IBS -- we're responsible for running it. IBS is our baby -- so get behind it solidly and reap the rewards.

Cordially,

Tom

TOM WERTENBAKER